LEO BURNETT U.S.A.
Ad No. 142—Radio Announcer—Test Packs—Req. No. 9829—1 page—4 color—10 x 12½ in.—Newspaper Supplement, 1974 (A)
Printed in U.S.A.

Parliament. The recessed filter cigarette.

It works like a cigarette holder works.

1. Lenny Kleinfeld had the most distinctive delivery of any announcer in the 1920's; he always spoke with a cigarette holder in his mouth. It gave him cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed away from your lips. So you taste only rich, clean tobacco flavor. Parliament's taste will never give you any static.

15 mg "tar," 0.9 mg. nicotine av. per cigarette, FTC Report May '74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/qfln0003
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